

**Going-to-the-Sun Road - 2007
Rehabilitation
&
New Transit System**

Overview

- November 2006 Storm Impacts & Repairs
- 2007 Road Work / Schedule
- Transit System
 - New Visitor Services

The Power of Nature

‘Pineapple Express’ - Nov. 7 - 8, 2006



Photo by NPS

Examples of Storm Damage – Upper McDonald Creek – Logan Creek



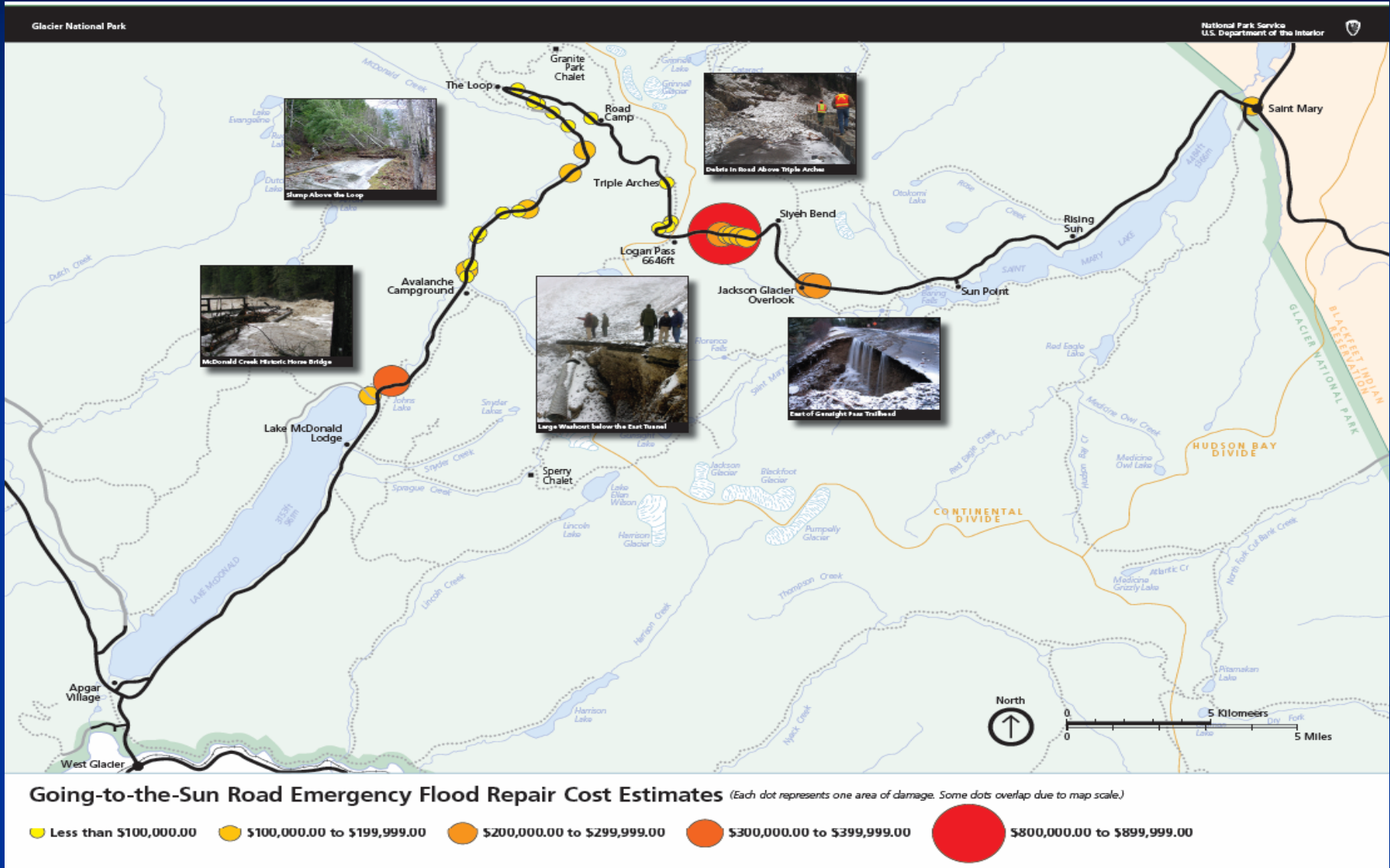
More Images of Storm Damage – Avalanche Creek to Haystack Creek



Washout Near East Tunnel



Storm Impacts to Sun Road



Graphic Designed by Bill Hayden, NPS

November Repairs - Immediately Following Storm



Winter 2007 Repairs Currently Underway



Milepost 19.2 –
Above Red Rock Point



Red Rock Point

N. Lake McDonald Road Bridge
(aka Kelly Camp Bridge)



Going-to-the-Sun Road Rehabilitation



2007 and Beyond

Near-Term Sun Road Work Schedule

YEAR	SECTION OF SUN ROAD	SPRING OPENING	FALL START UP
2007	W. Tunnel to Haystack Creek	Friday, June 15	Monday, Sept. 17
2008	Avalanche Creek to W. Tunnel	Friday, June 13	Monday, Sept. 15
2009	Big Bend to Logan Pass	Friday, June 19	Monday, Sept. 21
2010	Haystack Creek to Big Bend	Friday, June 18	Monday, Sept. 20

2007 and Beyond: Season and Schedules

- **Core Summer Season:**
 - Mid - June to Mid – Sept.
 - Maximum of 30 minute delays
 - Nighttime delays 10 pm to 6 am
- **Shoulder Season:**
 - Mid-Sept. to Mid-June
 - Contractors allowed accelerated work opportunities
 - Logan Pass accessible from one side
- **Sun Road Info on Montana 511**



2007 and Beyond: Season and Schedules (Cont.)

- **Federal Highway Administration (FHWA)** expects to award contract in March 2007

- **Work Schedule:**
 - **Monday –Friday**
 - 30 Minute Maximum Delays (6 am to 10 pm)
 - **Nighttime Work (Monday – Thursday)**
 - 4 Hour Delays (10 pm to 6 am)
 - Scheduled traffic access at 2 am
 - Variable access as necessary

2007 – Phase VI

West Tunnel to Haystack Creek



Photo by NPS

- Limited alpine work in spring due to snow, avalanche danger & unknowns from debris
 - Focus on lower elevation areas with low avalanche danger
- Summertime evening and night restrictions
- 7-day work schedules where appropriate
- Take full advantage of fall restrictions (beginning Monday, Sept. 17, 2007)

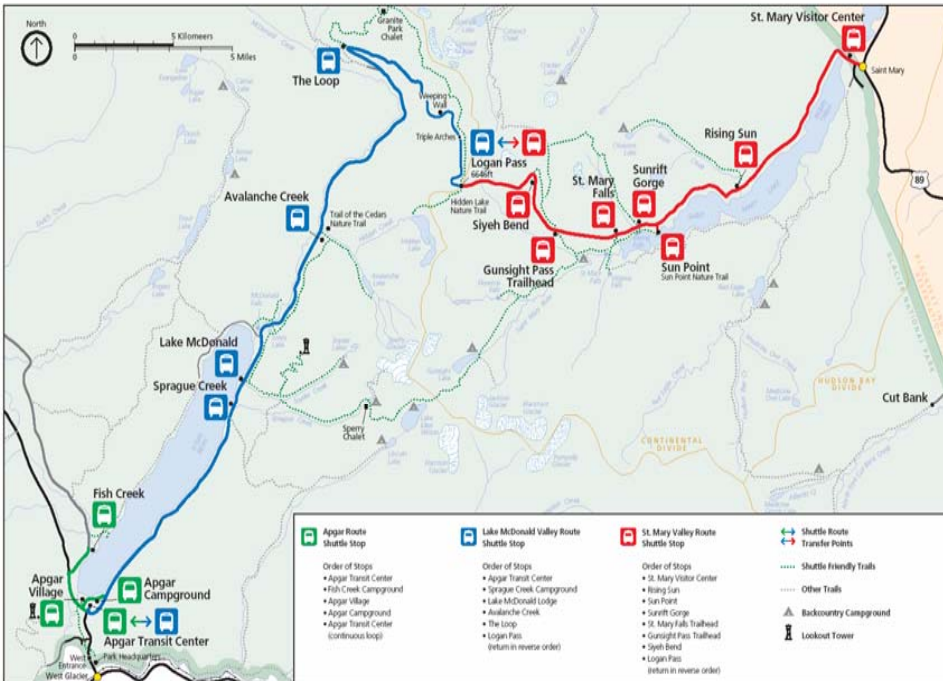
Phase VI Work – 2007 (Cont.)



Photo by John Schnaderbeck, FHWA

- 14 Retaining Walls (one wall in 2006)
- 20 Culverts and Cross Drains
- Removable guardrail
- Horizontal drains
- Rock scaling and rock bolting
- Injection grouting for base stabilization
- 3770 linear ft of masonry guard wall
- 2165 yards² of masonry facing

Sun Road Transit - July 2007 & Beyond



- Transit centers near Apgar Village & at St. Mary Visitor Center
- Three (3) Routes:
 - Apgar Loop (Green)
 - Lake McDonald Valley (Blue)
 - St. Mary Valley (Red)
- Hours of Operation:
 - 7 am to 11:30 pm (all – inclusive; hours differ by route)
 - Transfer at Logan Pass
- 15 min. & 30 min. headways
- 4-page newspaper insert / stand alone for summer 2007

Sun Road Transit - Apgar Transit Center

Virtual Design: August 2006



Completion by June 1 for July 1,
2007, transit system start up



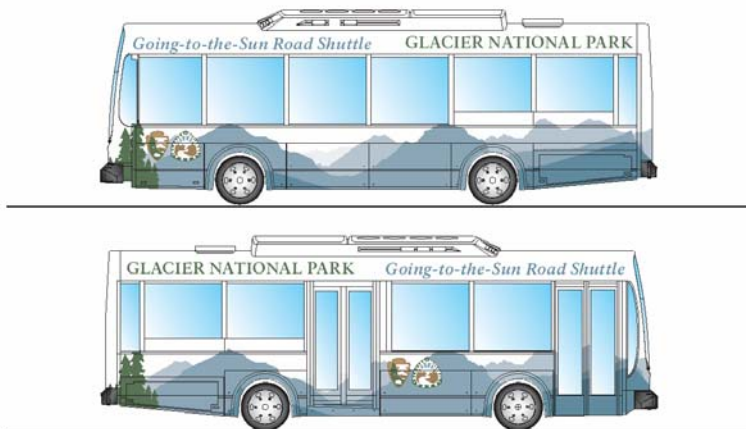
Graphic Provided by David Evans & Associates

Sun Road Shuttle Buses



Photo by Dave Yeats, NPS

- No charge (once in park)
- 12-passenger *Sprinter* fleet arrived in Jan. 2007
- Large buses to be ordered for summer 2007



Cooperative Agreement – Montana DOT & Flathead County

■ Three-way Agreement signed in Nov-Dec. 2006:

- Montana Dept. of Transportation,
Flathead County Eagle Transit &
NPS for joint
purchase/ownership/operation of
transit fleet:

- 22 12-passenger vans for
alpine section
- 8 24-passenger buses

■ 15 Transit stops:

- 12 stops along Sun Road
- Apgar & Fish Creek



Photo by Dave Yeats, NPS

‘Mitigation:’ Improved Visitor Services & Expanded Public Info. & Outreach

■ New services include:

■ Apgar Transit Center:

■ Trip-planning kiosks

■ New way side exhibits

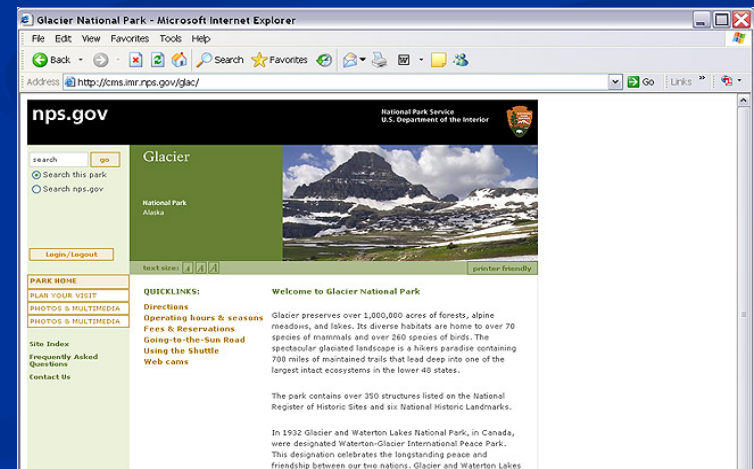
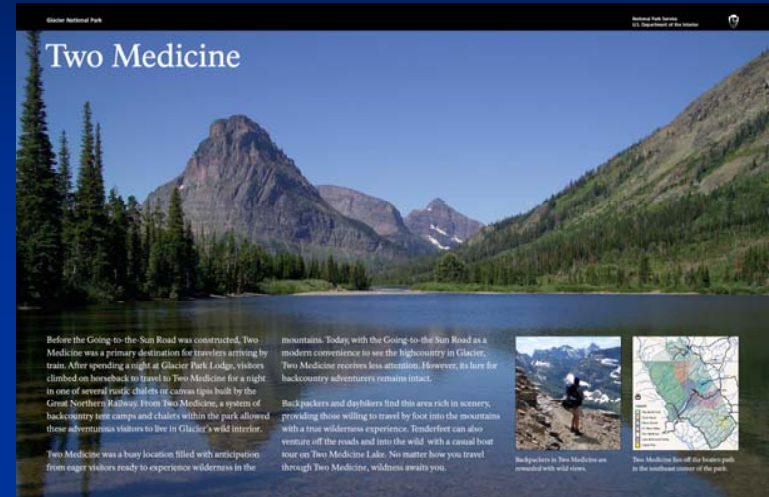
■ St. Mary VC upgrades in 2008

■ Expanded Web resources:

■ eTours

■ eHikes

■ Comprehensive outreach program being developed



Wayside Photos & Graphic
by David Restivo, NPS

'Mitigation:' Improved Visitor Services & Expanded Outreach (Cont.)

- History of Sun Road 'eTour' & new Sun Road 'eTour'
- Conversion to new standardized NPS web site format
- FAQs, fact Sheets, maps, trade show exhibit, eBlast newsletter
- Sun Road eTour (under construction):
 - Other eTours and eHikes to broaden awareness about entire park to be developed *after* transit centers up and running:
 - Lake McDonald, Logan Pass, St. Mary, Two Medicine, Many Glacier, North Fork, Waterton – Belly River

Samples of 2007 Public Information

**GOING-TO-THE-SUN
ROAD REHABILITATION**

National Park Service
U.S. Department of the Interior
Glacier National Park
Montana



Come See It for Yourself!

See some history in the making at
Montana's Glacier National Park:

- New transit system
- New visitor services
- New exhibits
- Restoration of National Historic
Landmark road
- Same incredible scenery



Learn more about the project: Online at www.nps.gov/glac
Call 406-888-7800 Throughout Montana; dial 511:
Select option "5" for Glacier Tourist Information



■ Public Information
in 2007 tourism
publications:

■ Travel Montana
Vacation Planner

■ Flathead
Convention &
Visitor Bureau
Travel Guide

■ Documentary film

Graphic by Wendt Advertising,
Courtesy of Travel Montana

Public Roads Magazine

Nov - Dec 2006

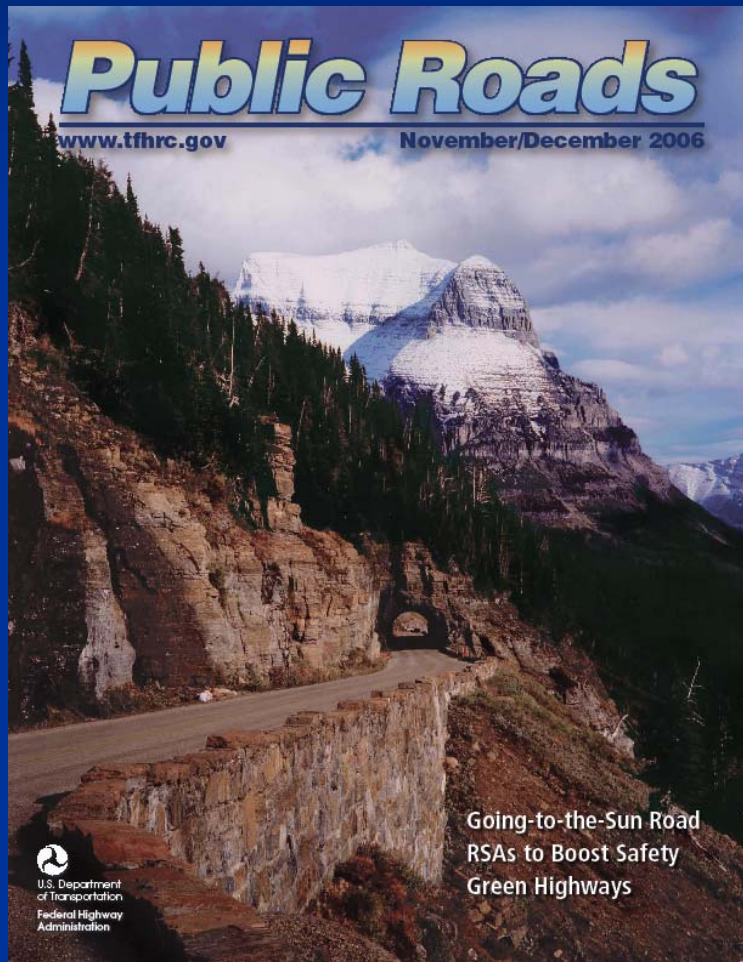



Photo courtesy of Ed Gilliland

Saving a National Treasure

by Amy Vanderbilt and Steve Moler

FHWA and the National Park Service embark on a monumental restoration of Montana's historic Going-to-the-Sun Road.



(Above) Most of the guard walls along the Going-to-the-Sun Road near Triple Arches were either sheared off or damaged by avalanches and rockslides. Some of the old guardrails are visible in the foreground. As part of the restoration of the road, a new generation of removable steel-backed guardrails, seen in the background, are installed prior to the spring road opening and removed when the road closes in the fall so avalanches can travel over the road without causing damage. Photo: NPS.

The Going-to-the-Sun Road in Montana's Glacier National Park was once described as "the most beautiful piece of mountain road in the world." Those words, spoken by park Superintendent Ervind Scovren to several thousand spectators at the road's 1933 dedication ceremony, will continue to ring true for many users now that a historic rehabilitation is underway.

The Sun Road, as some abbreviate it, is an 80.5-kilometer (50-mile), two-lane highway that winds through the heart of the park, up the steep slopes of the Continental Divide, and over 2,026-meter (6,646-foot) Logan Pass. Motorists can experience what some view as the most

spectacular mountain scenery in North America—glacier-carved peaks, deep blue lakes, and lush forests.

The highway itself, built mostly between 1921 and 1937, is considered an engineering marvel by virtue of its designation as a National Civil Engineering Landmark. Most of the 19-kilometer (12-mile) "alpine," or high mountain, section over Logan Pass was built into the sides of near-vertical cliffs using a network of stonemasonry bridges, tunnels, and arches. A series of 130 retaining walls support the roadbed along the steepest sections, and more than 11 kilometers (7 miles) of guard walls and guardrails help guide motorists and keep them on the road. These

Photo by Jack Gordon, NPS

Spring/Summer 2007 Transit Brochure

National Park Service
U.S. Department of the Interior
Glacier National Park



Going-To-The-Sun Road Rehabilitation



Shuttle busses featuring graphical depictions of Lorem Ipsum glacier will appear on the shuttle routes in early summer of 2007.

This sample text type is set in 8.5/12.75 NPS Rawlinson. It can be set manually or by using the paragraph style sheet labeled "Text." In this template, the front-page feature article runs three columns, in accordance with the underlying grid. Text columns are separated by the document's standard gutter width of .167 inches. A space of .265 inches separates headlines from body text. Text paragraphs are separated from each other by a full line space, as shown here.

In Quark 4.0, *italics* are set in "Text-italic" in the character styles menu. Bold is set in the character style "Text-bold." In Quark versions below 4.0, *italics* and bolds must be set manually as NPS Rawlinson Italic and NPS Rawlinson Bold.

This is dummy text. The farm had everything the family wanted, including a gentle climate and ample pasture for Mrs. Sandburg's goat herd and seclusion for her husband's writing. Carl Sandburg would call it home for 22 years. The years at Connemara were productive for Carl Sandburg. He published poems, children's literature, fiction, and nonfic-

■ Rack card brochure under development for winter / spring

■ Key elements:

- Park and Sun Road will be open
- Transit schedule
- Transit stops
- Other amenities
- New park logo / tagline....

Graphics / Design by Scott Weeks,
David Evans & Associates

New Glacier NP Logo and Tagline

- Upcoming Anniversaries:

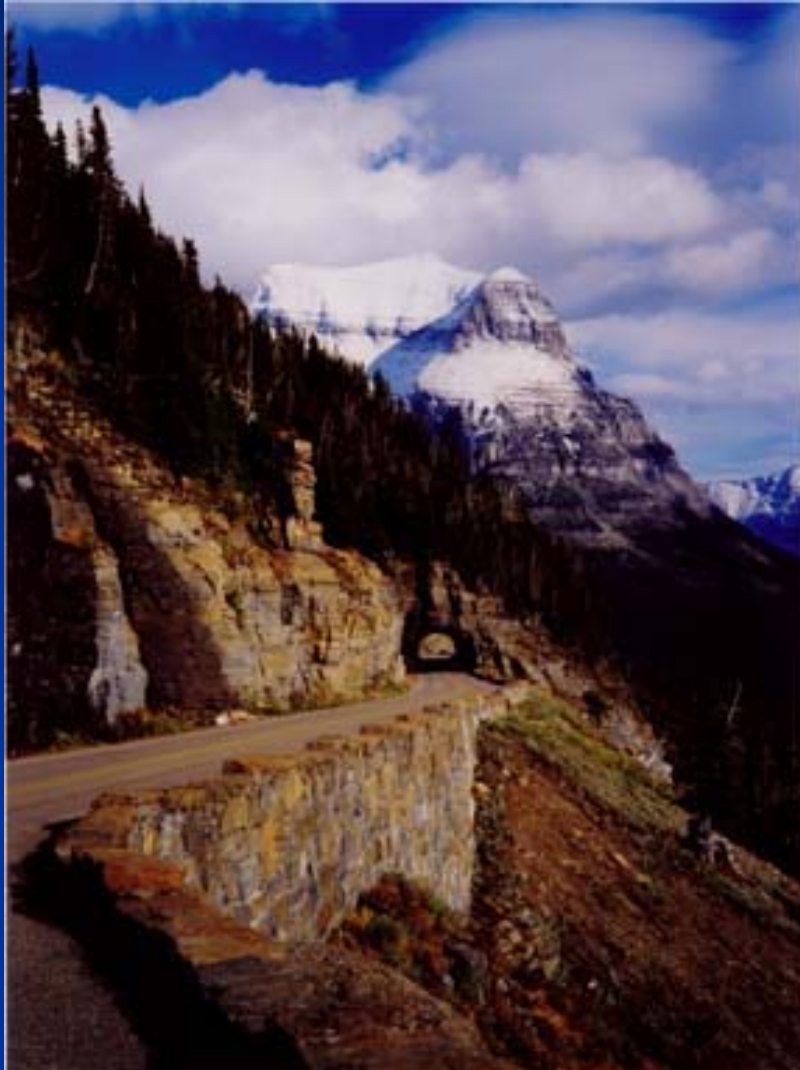
- 75th Anniversary

- Going-to-the Sun Road
Dedication – July 15, 2008

- Glacier NP Centennial - 2010



Questions ?



For more information about the
Going-to-the-Sun Road Project:

Montana 511

www.nps.gov/glac

406-888-7800

Photo courtesy of Ed Gilliland

GTTS

Public Relations

GTTS Public Relations

Objective:

Travel articles that educate travelers about The “secret season” opportunities in Glacier National Park. The vibrant Spring (and later Fall) excursions that can lead to some of the most unforgettable experiences in the Park.

GTTS Public Relations

Tactic 1: Story Pitches

- Biking
- Backpacking
- Kayaking
- Birding
- Wildlife Viewing
- Nature walks & wildflowers
- Rafting Adventures
- Fly Fishing
- Unique Drives

GTTS Public Relations

Additional Tactics:

- Include GNP messaging in Travel Montana's New York media blitz – April 2007
- Potential media trip in August 2007 - TBD
- Potential media trip in September 2007 (tied to Int'l Peace Park 75th) - TBD
- Potential media blitz to East Coast in January 2008 - TBD

GTTS Messaging/Talking Points

Recommendation:

Given the scope and breadth of the project –
there should be multiple sets of messages

Suggested Categories:

The Reconstruction

Park Status

New Benefits

Hidden Gems

The Reconstruction:

- Engineering feat, National Historic Register - undergoing an 8-year rehabilitation project.
- 2007, undergoing the first phase of the reconstruction project
- Road is open to the public during the summer of 2007 with some limited delays for travelers.
- Guest impacts will be minimized to 30 minute delays during peak hours
- The rehabilitation project may be of interest to guests
- Convenience and safety of the park visitors will always be our top priority.

Park Status:

- Glacier National Park will be 100% open in 2007. Including lodging, tours, etc.
- Other than the GTTS - many of the Park's access points are carved by beautifully sculpted glacial valleys and can be reached from the south, west and eastern boundaries.
- Highlight other areas of the park – Two Medicine, St. Mary, Apgar, Lake MacDonald, North Fork, etc.
- Talk about accessibility air, train, highways, etc.

New Benefits:

- E-tours and e-hikes on the GNP website
- Kiosks in the new Transit Center
- New transport buses
- Glacier Institute nature hikes
- Celebration of the 75th anniversary of the Waterton-Glacier International Peace Park in September 2007.

Hidden Gems:

- The Goat Lick Overlook
- The Camas road
- Wildlife viewing in the eastern edge of the park in the spring
- St. Mary
- Rafting the North Fork of the Flathead River

What is Glacier National Park?

- It's 10,000 foot peaks and rocks over 1 billion years old.
- It's 1,538 square miles equaling 1 million acres.
- It's 700 miles of hiking trails.
- It's 653 lakes and 561 streams.
- It's 2 historic backcountry chalets
- It's more than a thousand species of plants with nearly 2/3 of the park forested with 19 species of trees.
- It's home to 60 mammal species and 260 recorded bird species.
- It's the Crown of the Continent.
- It's the Backbone of the World.
- It's the model International Peace Park.
- It's nature walks and exhilarating hikes.
- It's re-birth....after fire & flood.

What is Glacier National Park? (cont.)

- It's a leader in engaging families and children back to nature.
- It's a connection to nature.
- It's a family friendly place and great location for families to reconnect as there are not many outside influences competing for attention.
- It's a Native American cultural hub.
- It can be as active or as passive a vacation as you would like due to the range and nature of activities available.
- It's remote yet accessible.... (direct flights in from five major cities along with Amtrak).
- You can have a car-less vacation if desired for Amtrak or air arrivals with the Red buses, Sun Tours and shuttles.

Information will be available under News & Updates at: Travelmontana.mt.gov

